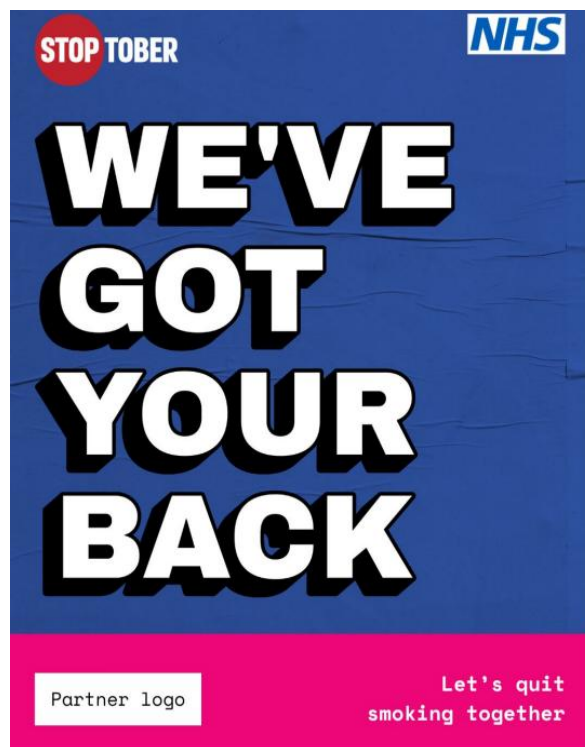


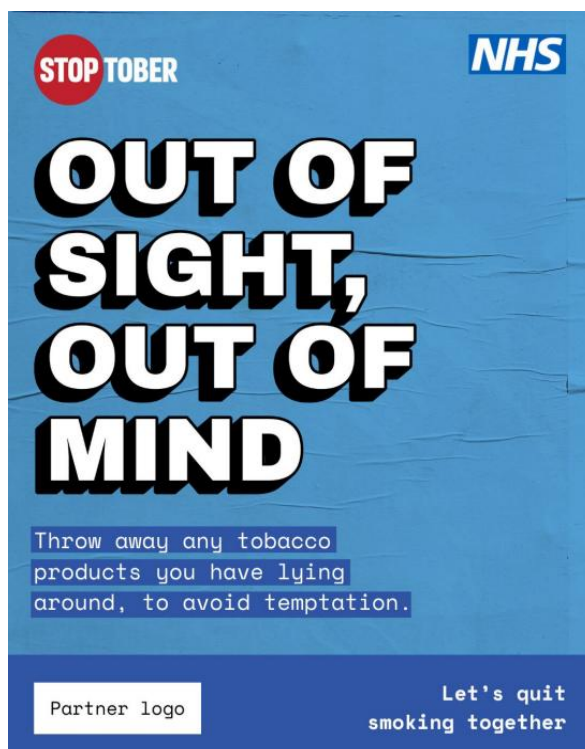
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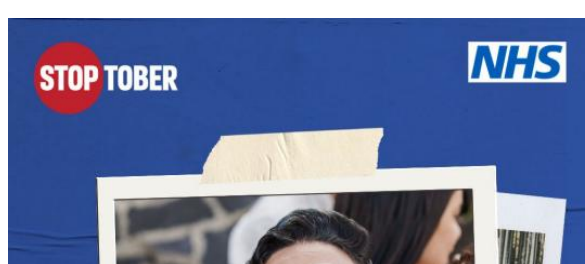
A half and hal
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let them know
a partner logo t



A horizontal space with the capital letters 'WE'VE' in the top right, with a pink background.



A horizontal space with the capital letters 'OUT OF SIGHT, OUT OF MIND' in the top right, highlighted with a black background. Below this, the text 'Throw away any tobacco products you have lying around, to avoid temptation.' is written in white. At the bottom left, there is a white box for a 'Partner logo'.



A paper texture features a young person's face in the bottom left corner.



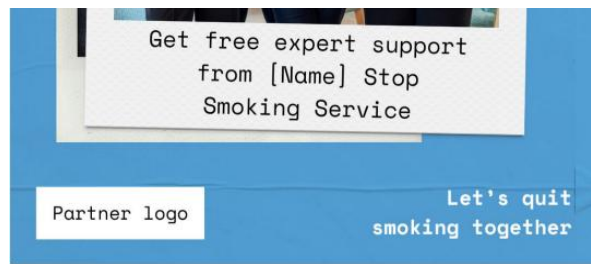
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A paper texture
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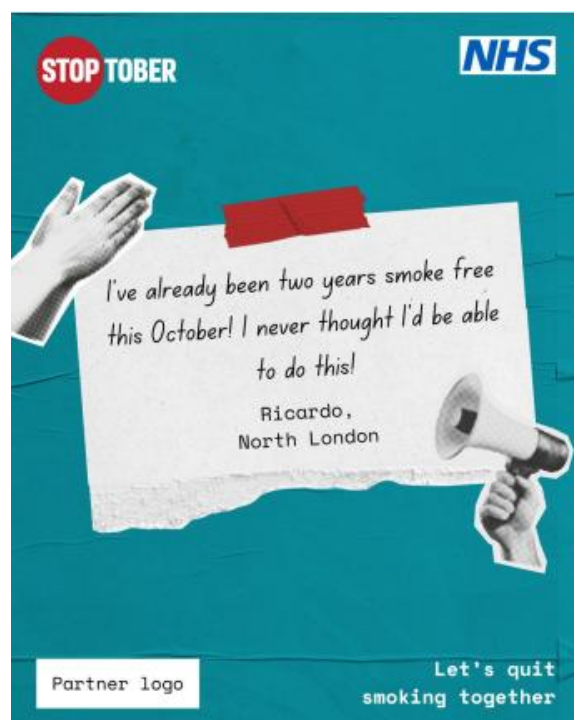
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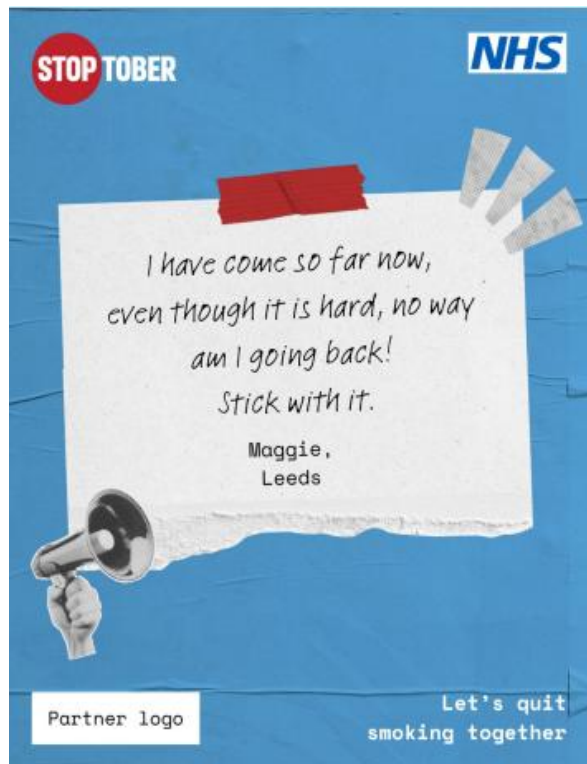
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A paper textured
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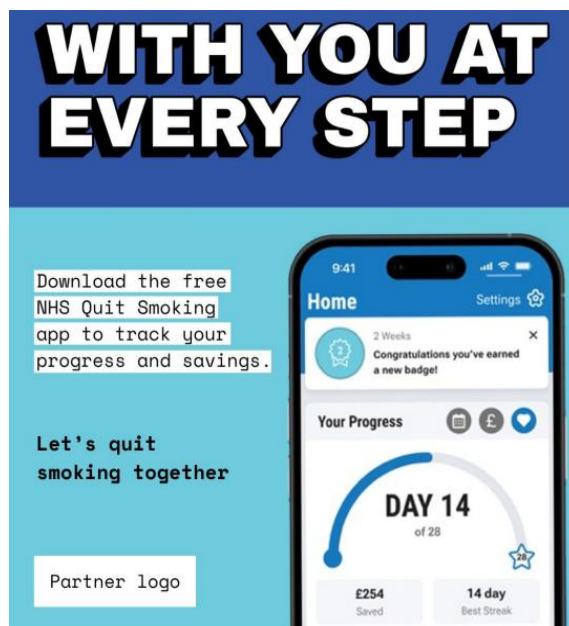
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A half and half



heading 'With
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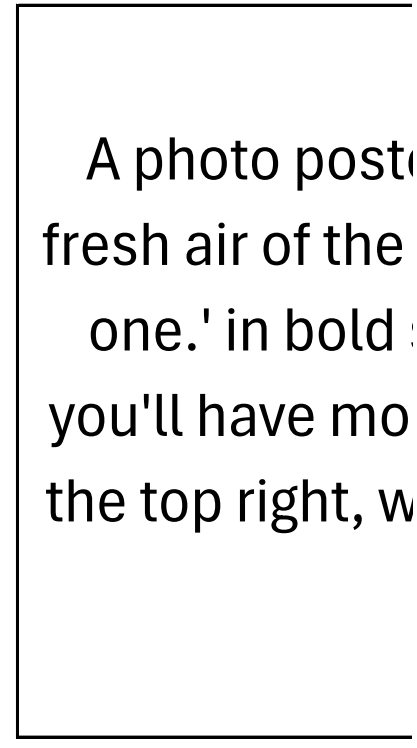
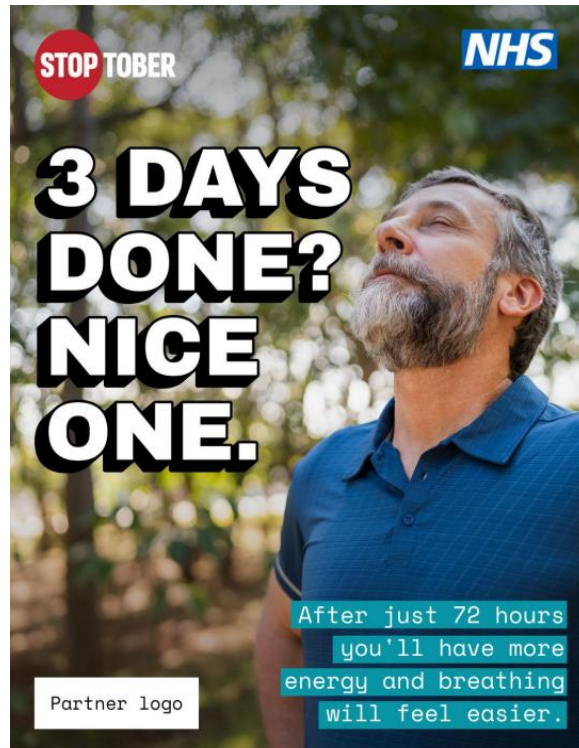
and you're 5 t
while the Stopto



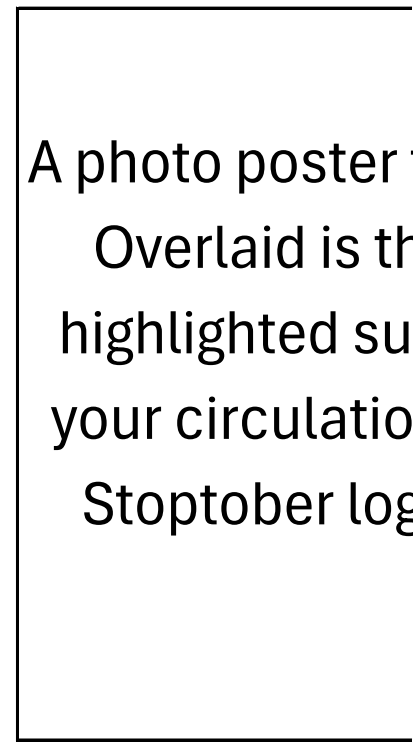
A photo post
wearing paint
Overlaid is th
highlighted sub
to quit for goo
top left. There



A photo poster
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Stoptober log
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A photo poster
fresh air of the
one.' in bold
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the top right, w



A photo poster
Overlaid is th
highlighted su
your circulatio
Stoptober log



A photo poster
event - they are
heading '3 weeks
heading stating
is in the top right



A half and half
heading 'You
right, while the
textured background
days without smoking
the bottom left

Alt text

lf horizontal poster. The top half has a light blue paper
lised heading 'Get it off your chest' in bold stylised w
hile the Stoptober logo is in the top left. The bottom h
ith a highlighted sub-heading stating 'It can really he
me thing. Find over 50,000 of them with the NHS Smo
e in the bottom left for a partner logo to be included,
smoking together' in the bottom right.

f horizontal split poster. The top half quarters has a c
with the capitalised heading 'Make a promise' in bold
op right, while the Stoptober logo is in the top left. The
ckground, with a highlighted sub-heading stating 'tag
you're quitting - then you're committed!' There is a sp
o be included, and the tagline 'Let's quit smoking tog

olit poster. The top three quarters has a dark blue paper
lised heading 'We've got your back' in bold stylised w
hile the Stoptober logo is in the top left. The bottom c
id. There is a space in the bottom left for a partner log
tagline 'Let's quit smoking together' in the botton

olit poster. The top three quarters has a pale blue paper
lised heading 'Out of sight, out of mind' in bold stylis
ght, while the Stoptober logo is in the top left. Beneat
o-heading stating 'Throw away any tobacco products
on.' The bottom quarter has a matte navy blue backgr
a partner logo to be included, and the tagline 'Let's
the bottom right.

ired navy blue background with a pile of polaroids in
ng smiling man in a blue tank top, with facial hair, pa

. The caption on the bottom of the polaroid states 'I s
ere is a drawn style sticker of two exclamation marks
s in the top right, while the Stoptober logo is in the to
: for a partner logo to be included, and the tagline 'Le
in the bottom right.

ed teal background with a pile of polaroids in the cen
young women close in a half hug - one black with her
an with short green hair. The caption on the bottom o
king with Stoptober'. There is a black and white anno
olding a megaphone overlaid on the polaroid. The NH
ober logo is in the top left. There is a space in the bot
cluded, and the tagline 'Let's quit smoking together' i

ired pale blue background with a pile of polaroids in
up of smiling middle aged healthcare professionals, (i
n the bottom of the polaroid states 'Get free expert su
ce'. The NHS logo is in the top right, while the Stopto
e in the bottom left for a partner logo to be included

e in the bottom left for a partner logo to be included,
smoking together' in the bottom right.

d navy blue background with a torn white paper note in the
oting 'I quit on 14/02/2012 with MASSIVE support from thi
back and relit my love of running! - Andy Southampton'. T
o sticker of a white hand holding a microphone overlaid or
d white annotation photo sticker of a white hand holding a
. The NHS logo is in the top right, while the Stoptober logo
tom left for a partner logo to be included, and the tagline '
in the bottom right.

ured teal background with a torn white paper note in
dwriting noting 'I've already been two years smoke free
ble to do this! - Ricardo, North London'. There is a bl
of white hands clapping overlaid on the top left of th
on photo sticker of a white hand holding a megaphone
ote. The NHS logo is in the top right, while the Stoptok
e in the bottom left for a partner logo to be included,
smoking together' in the bottom right.

ed pale blue background with a torn white paper note
riting noting 'I have come so far now, even though it i
th it. - Maggie, Leeds'. There is a black and white ann
lding a megaphone overlaid on the bottom left of the
hile the Stoptober logo is in the top left. There is a sp
o be included, and the tagline 'Let's quit smoking tog

lf horizontal poster. The top half has a navy blue paper
ised heading 'Time to shine' in bold stylised writing, v
er' beneath this. The NHS logo is in the top right, whi
he bottom half has a teal paper textured background
ng 'Join millions of people who have quit smoking wit
ttom left for a partner logo to be included, and from t
out photo of a young laughing black woman in a brig

horizontal poster. The top half has a navy blue paper texti

you at every step' in bold stylised writing - the NHS logo is in the top left. The bottom half has a light blue paper texture. The heading stating 'Download the free NHS Quit Smoking app' is in the top left. The tagline 'Let's quit smoking together' is beneath this. There is a space for the NHS logo to be included, and from the bottom right there is a circular badge showing Day 14 on the NHS Quit Smoking app and a purple button stating 'Congratulations you've earned a new badge!'

Image featuring a smiling middle aged tanned caucasian woman standing in the doorway of her open door. Overlaid is the capitalised heading 'I've got my energy back' in bold stylised writing, with the highlighted sub-heading stating 'I've got my energy since I quit. Stick with it!' beneath it. The NHS logo is in the top left. There is a space for the NHS logo to be included, and the tagline 'Let's quit smoking together' is in the bottom right.

Image featuring two smiling older caucasian men in a rural countryside. Overlaid is the capitalised heading 'Let's quit smoking together' in bold stylised writing, with the highlighted sub-heading stating 'Make a commitment to your health' beneath it. The NHS logo is in the top left. There is a space for the NHS logo to be included, and the tagline 'Let's quit smoking together' is in the bottom right.

times more likely to quit for good' beneath it. The NHS logo is in the top left. There is a space in the bottom right to be included.

er featuring a smiling young caucasian man with a pepper-covered work overalls leaning against the doorframe. The capitalised heading 'Stopping starts today' in bold sans-serif font, with the highlighted sub-heading stating 'Make it to 28 days smoke free and you'll feel the difference' beneath it. The NHS logo is in the top right, while there is a space in the bottom left for a partner logo to be included. The tagline 'Let's quit smoking together' in the bottom right.

featuring a group of young to middle aged people of various ethnicities looking off camera. Overlaid is the capitalised heading 'Join the Stoptober challenge' in bold sans-serif font, with the highlighted sub-heading stating 'Join the Stoptober challenge' beneath it. The NHS logo is in the top right, while there is a space in the bottom left for a partner logo to be included, and the tagline 'Let's quit smoking together' in the bottom right.

er featuring a middle aged caucasian man wearing bl
woodland around him. Overlaid is the capitalised he
stylised writing, with the highlighted sub-heading sta
re energy and breathing will feel easier' in the bottom
while the Stoptober logo is in the top left. There is a sp
a partner logo to be included.

featuring a smiling young black woman doing a yoga
re capitalised heading '2 weeks smoke free' in bold s
b-heading stating 'Blood is pumping to your heart an
n has improved' in the bottom right. The NHS logo is
go is in the top left. There is a space in the bottom left
included.

featuring two smiling young men, one caucasian and one asian, both wearing white t-shirts and blue jeans, one greeting one another and cheekily sharing a joke. On the right side, the text '7 weeks in. Incredible work.' is in bold stylised writing, with '7' in a large font. Below this, 'Stick it out for another week to complete Stoptober' is in a smaller font, and 'it, while the Stoptober logo is in the top left. There is space for a partner logo to be included.

horizontal poster. The top half has a teal paper texture background. The text 'We've absolutely smashed it' is in bold stylised writing - the '7' is in a large font. Below this, 'the Stoptober logo is in the top left. The bottom half has a white background, with a highlighted sub-heading stating 'Congratulations! You've made it through Stoptober without smoking. Remember, we're still here to help if you need it.' Below this, 'for a partner logo to be included, and the tagline 'Let's keep it going' is in the bottom right.



er textured background,
writing - the NHS logo is in
half has a matte navy blue
lp to chat to people going
okefree Facebook group.'
and the tagline 'Let's quit

dark blue paper textured
stylised writing - the NHS
e bottom half has a matte
; friends or family here to
pace in the bottom left for
gether' in the bottom right.

over textured background,
writing - the NHS logo is in
quarter has a matte bright
go to be included, and the
n right.

over textured background,
ed writing - the NHS logo
th the heading, there is a
you have lying around, to
round, with a space in the
quit smoking together' in

the centre - the top one
ale blue eyeshadow and

stopped smoking with
overlaid on the polaroid.
p left. There is a space in
t's quit smoking together'

tre - the top one features
hair in space buns, the
of the polaroid states 'We
tation photo sticker of a
S logo is in the top right,
tom left for a partner logo
n the bottom right.

the centre - the top one
of mixed ages and races.
upport from [Name] Stop
ber logo is in the top left.
and the tagline 'Let's quit

and the tagline 'Let's quit'

the centre - it features cursive
site and fellow quitters.
There is a black and white
in the bottom left of the note,
a pencil overlaid on the top
logo is in the top left. There is a
'Let's quit smoking together'

the centre - it features
this October! I never
black and white annotation
the note, and a black and
overlaid on the bottom
logo is in the top left.
and the tagline 'Let's quit

in the centre - it features
s hard, no way am I going
otation photo sticker of a
note. The NHS logo is in
ace in the bottom left for
'gether' in the bottom right.

er textured background,
with the tagline 'Let's quit
le the Stoptober logo is in
, with a highlighted sub-
th Stoptober.' There is a
the bottom right there is a
ht yellow top.

ured background, with the

in the top right, while the
textured background, with a
progress bar to track your progress and
a space in the bottom left
to put out photo of a generic
fish notification stating

an image of a woman with glasses
and a bold heading 'It's the
big day' with a sub-heading stating 'I've got
it!' The NHS logo is in the top right,
a space in the bottom left for a partner logo
and a space in the bottom right.

Two people shaking hands over a
table with the text 'quit smoking together' in
the center and 'celebrate it to 28 days smoke free'

S logo is in the top right,
tom left for a partner logo

pencil behind his ear and
e of a half-built building.
stylised writing, with the
you're 5 times more likely
e Stoptober logo is in the
ncluded, and the tagline
ght.

varying genders and race,
ng 'Ready when you are' in
n millions of people who
the top right, while the
t for a partner logo to be
ne bottom right.

lue and breathing in the
ading '3 days done? Nice
ting 'After just 72 hours
n right. The NHS logo is in
ace in the bottom left for

stretch in her living room.
tylised writing, with the
d muscles better now as
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t for a partner logo to be

d one black, at an outdoor
overlaid is the capitalised
th the highlighted sub-
' beneath it. The NHS logo
a space in the bottom left

red background, with the
e NHS logo is in the top
has a bright pink paper
atulations on making it 28
ed us!' There is a space in
t's quit smoking together'